



Nevada's efforts to reduce traffic fatalities

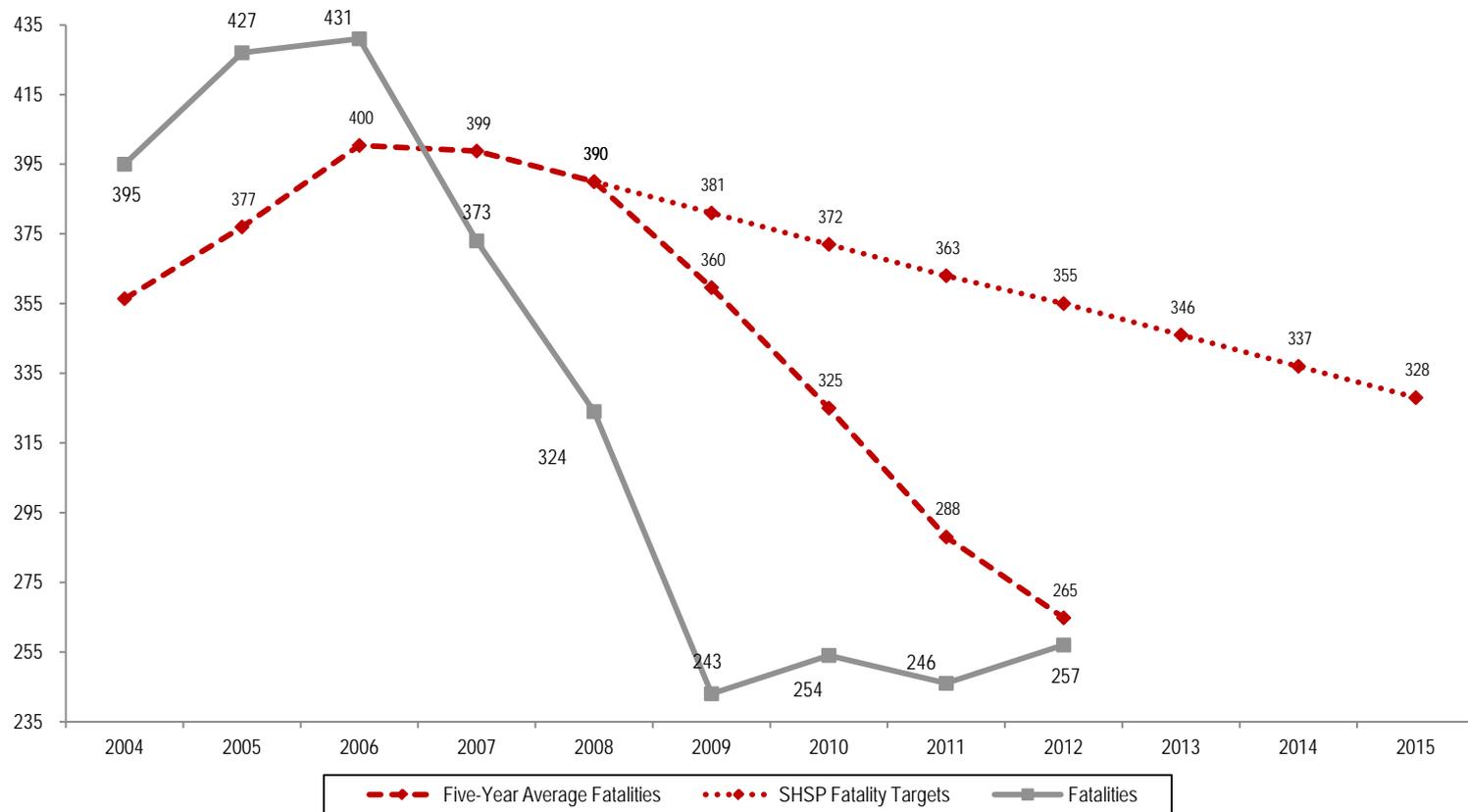


PRESENTATION OVERVIEW

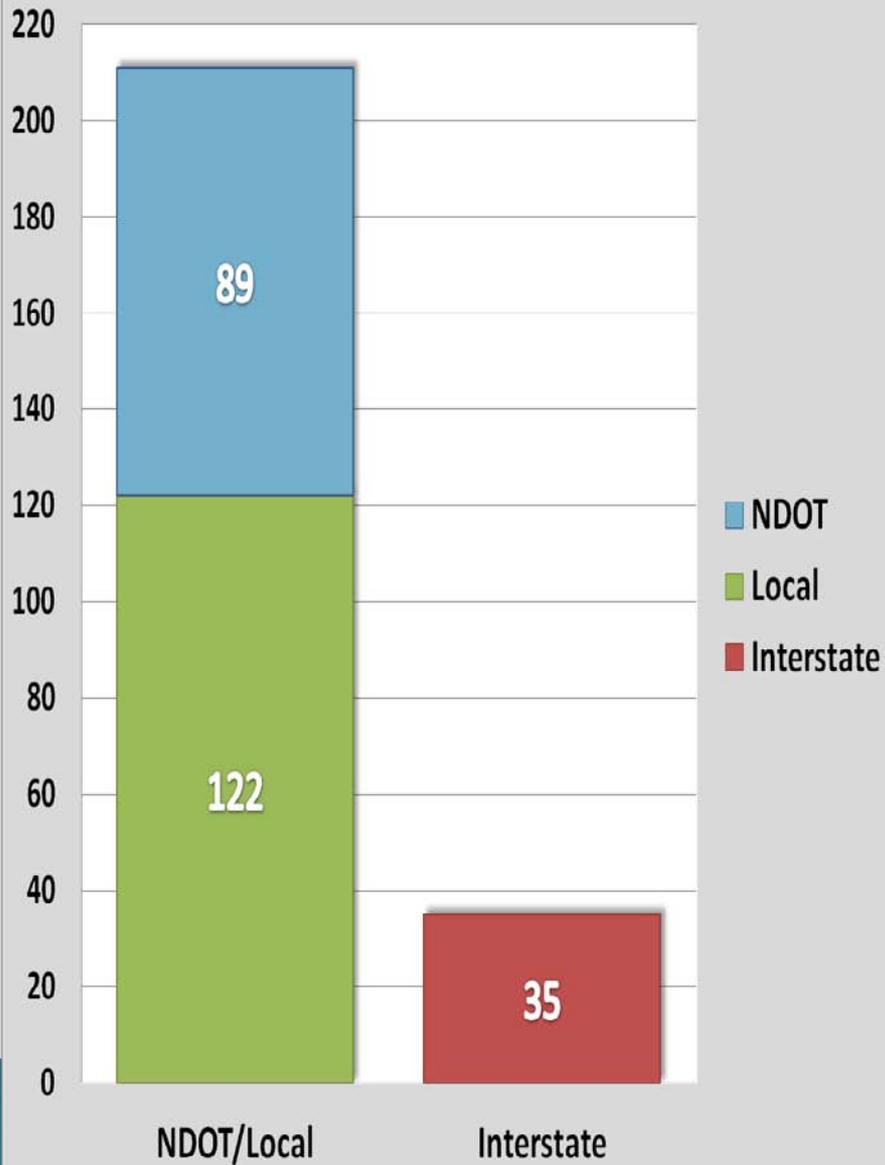
- **NDOT**
 - Nevada Highway Fatality History
 - Current statistics (Clark County emphasis)
 - Safety Program cost and scope
- Office of Traffic Safety
 - Partnerships
 - Campaigns/Media
 - Video



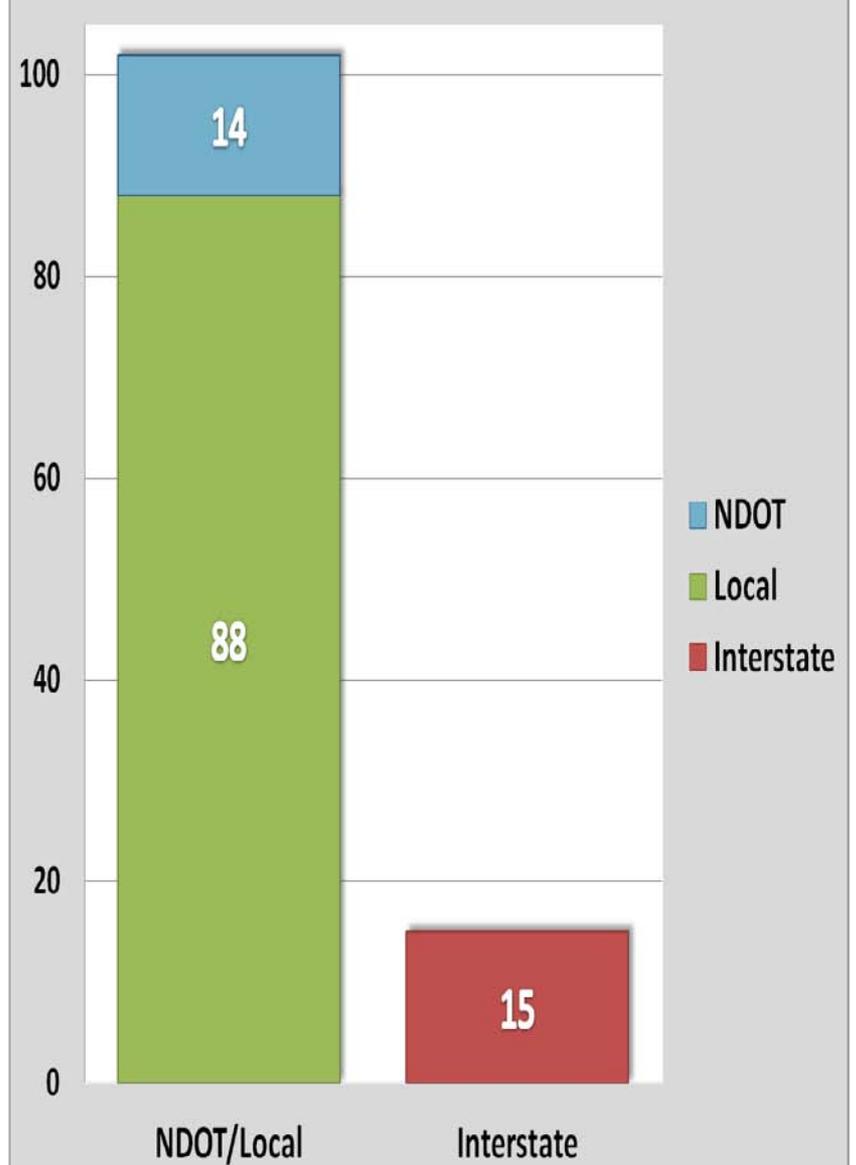
TOTAL FATALS/ FIVE YEAR ROLLING AVERAGE/ SHSP FATALITY TARGETS



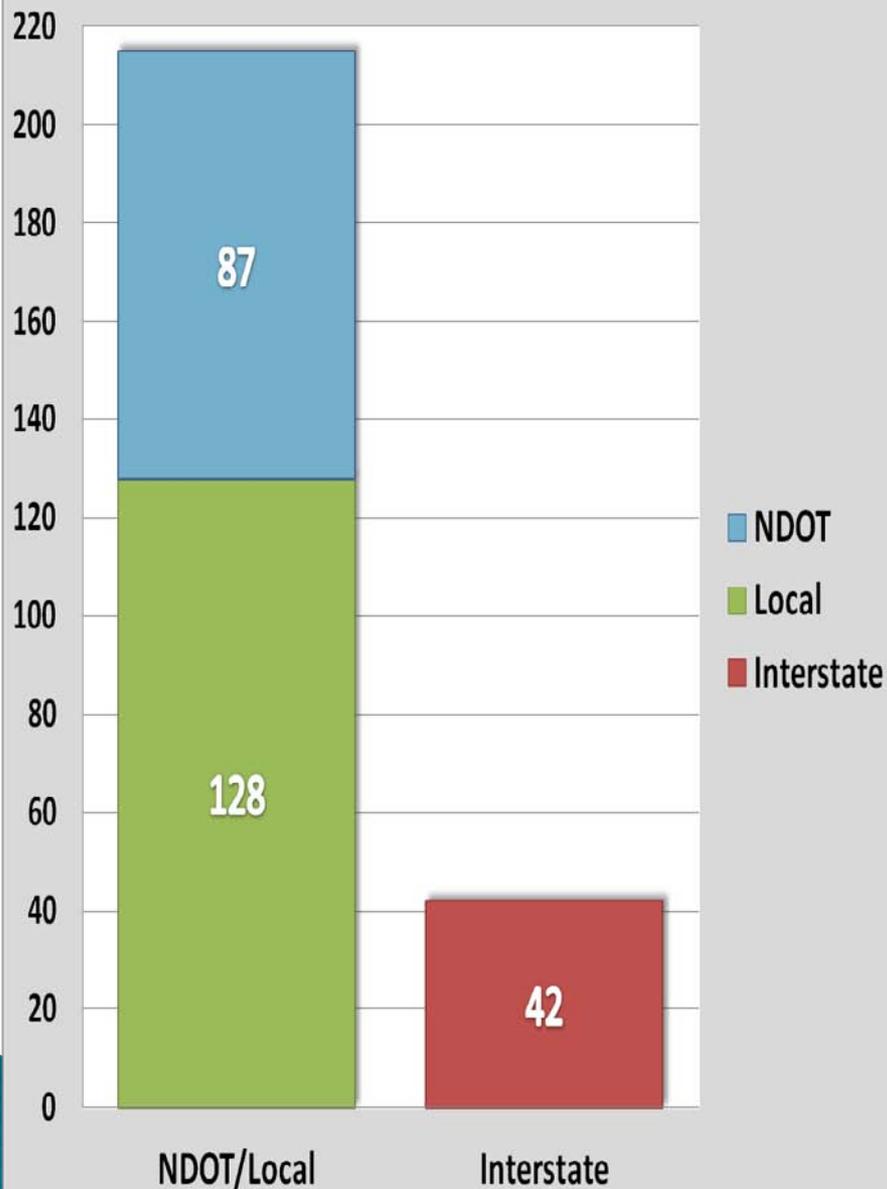
Statewide Fatalities 2011



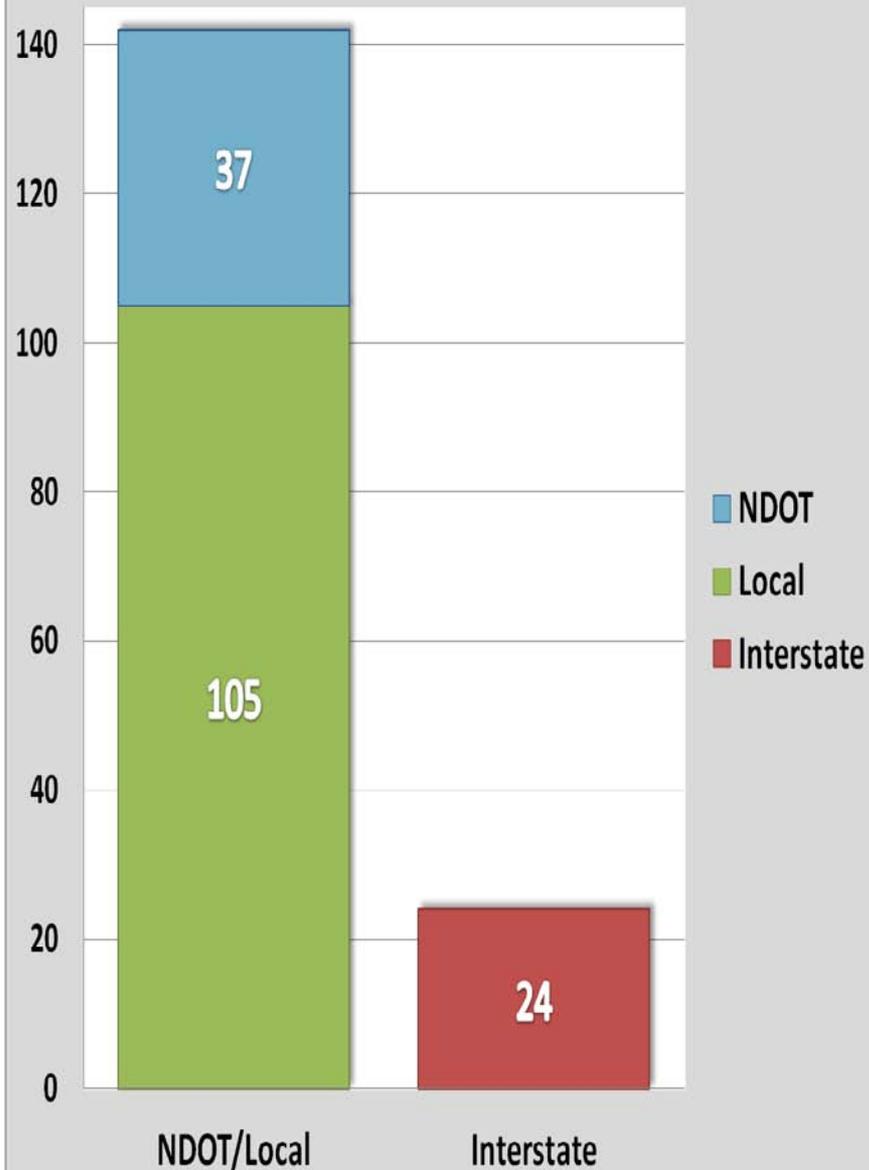
Clark County Fatalities 2011

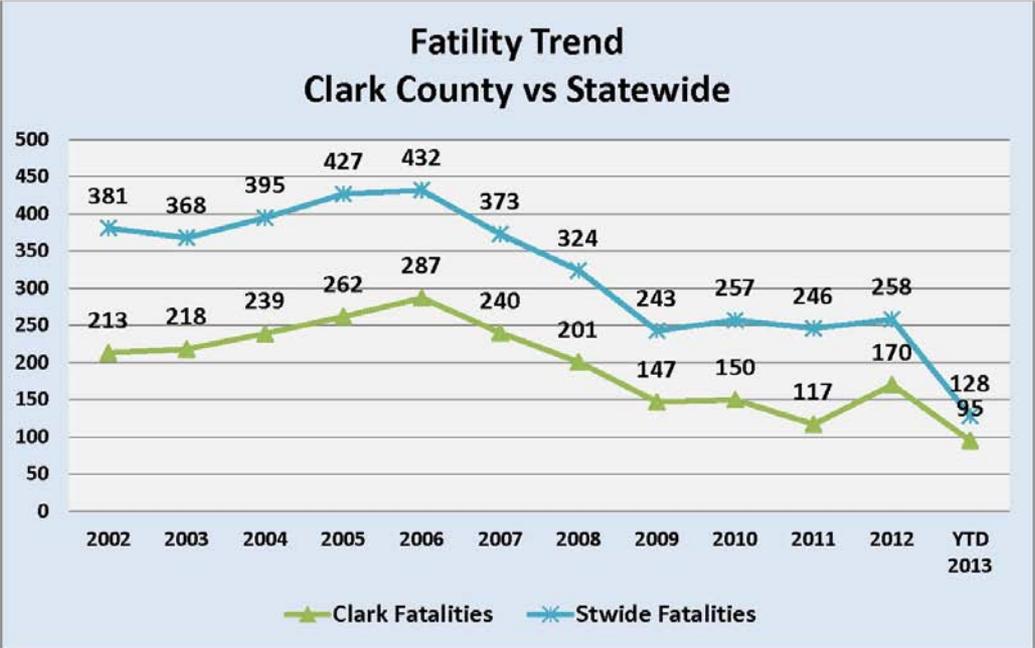


Statewide Fatalities 2012

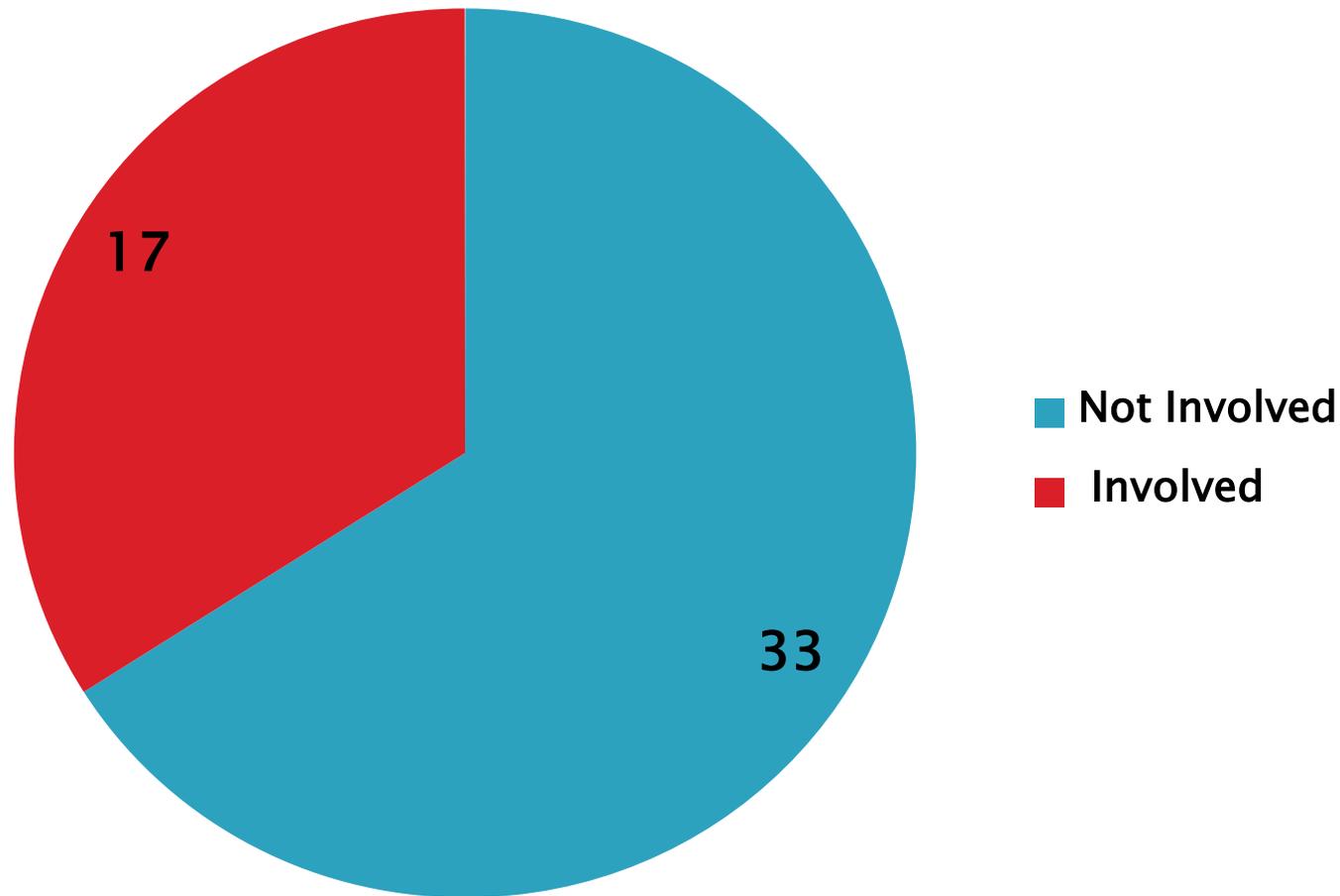


Clark County Fatalities 2012

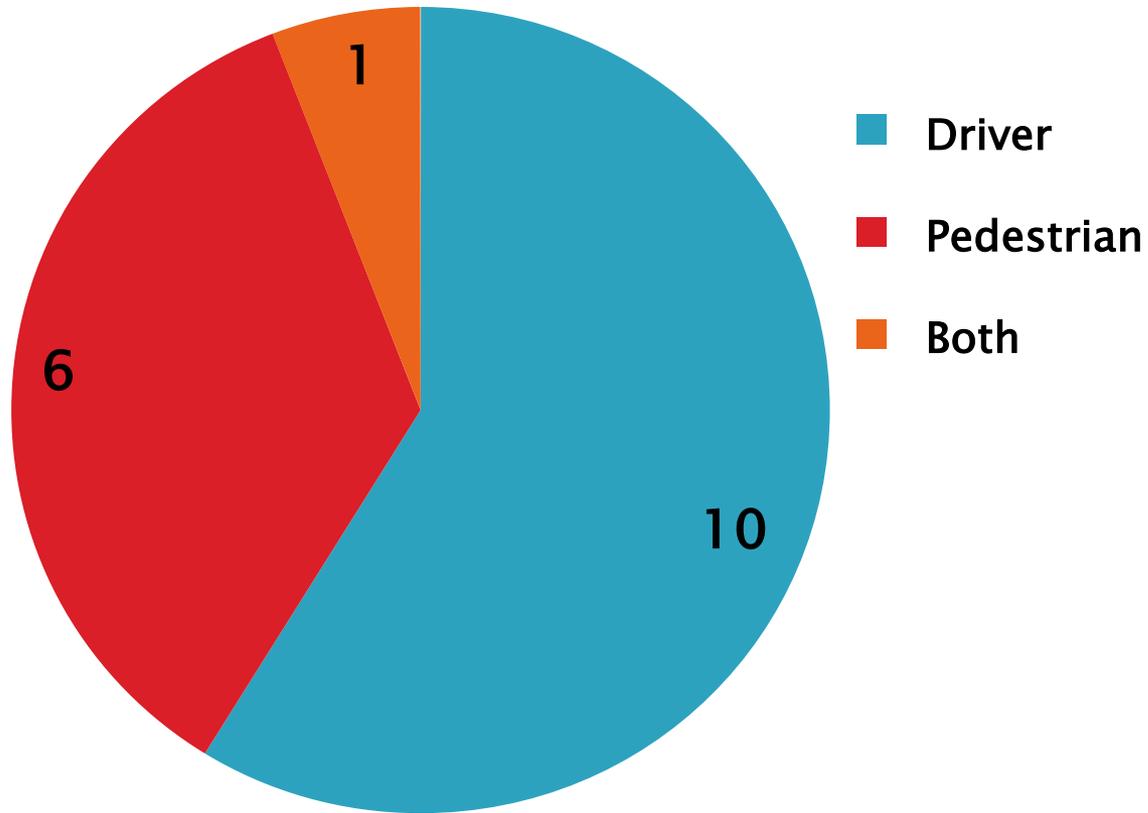




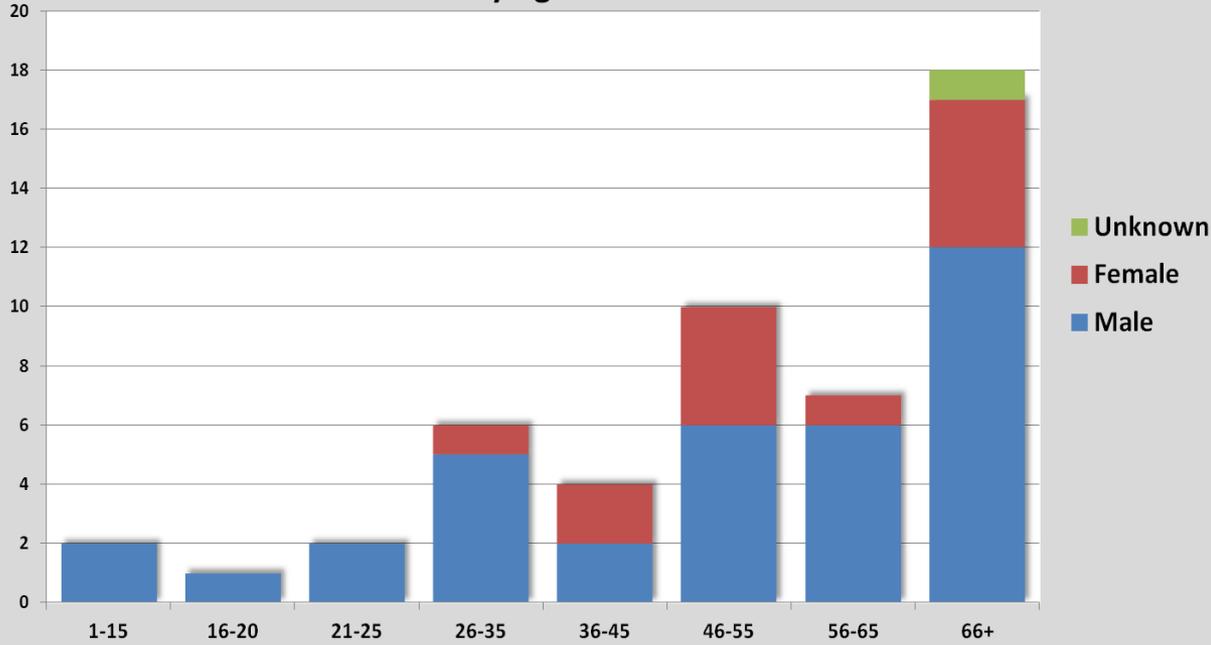
2011 Pedestrian Fatalities with Suspected Alcohol/Drug Impairment



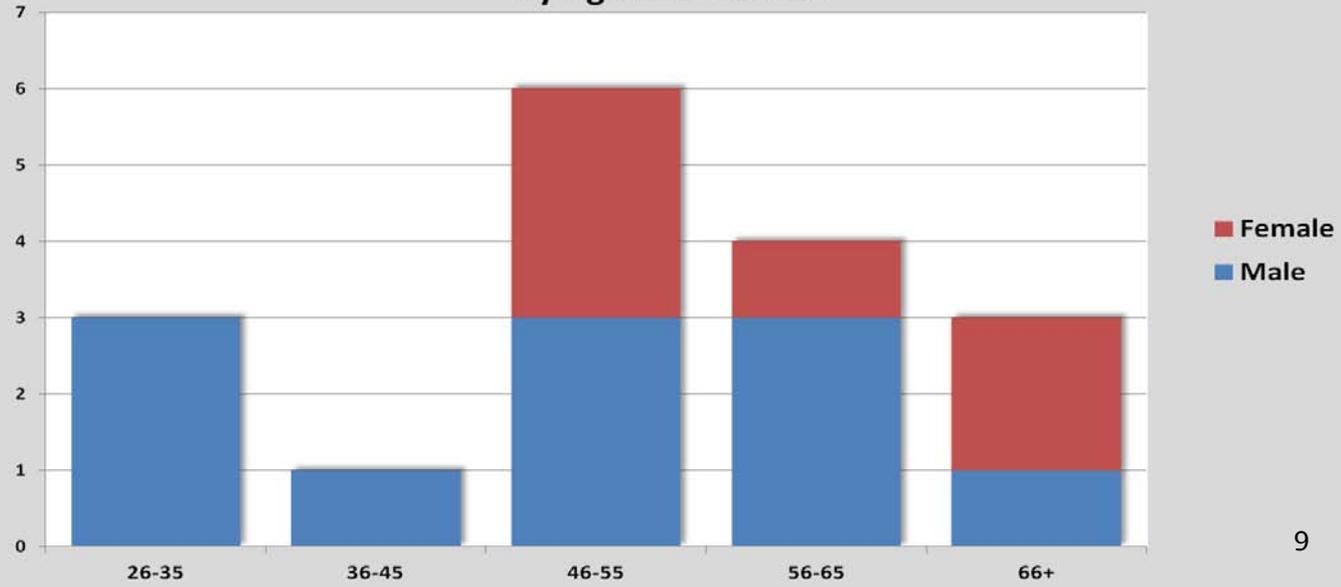
2011 Pedestrian Fatalities with Suspected Alcohol/Drug Impairment



2011 Pedestrian Fatalities by Age and Gender



2011 Pedestrian Fatalities in Impaired Crashes by Age and Gender



\$ 21 million per year allocated to NDOT under MAP 21 for Safety programs and projects



\$3 Million for Consultant Services:

- Road Safety Audits and Design Services
- Support for the Strategic Highway Safety Plan
- Zero Fatalities Campaign
- Rail Road Inventory
- Safety Capacity Building/ Highway Safety Manual



HSM

Highway Safety Manual

AASHTO

\$2 million for support of the Office of Traffic Safety



zero Fatalities[®]

Drive Safe Nevada

\$1 million for at Grade Rail Road crossing improvements



\$15 million on Systemic improvement projects:

+– \$11 million on Shoulder Widening & Slope Flattening projects, Median Cable Rail installation, Roundabouts, Centerline Rumble Stripes, Horizontal Curve Improvements,

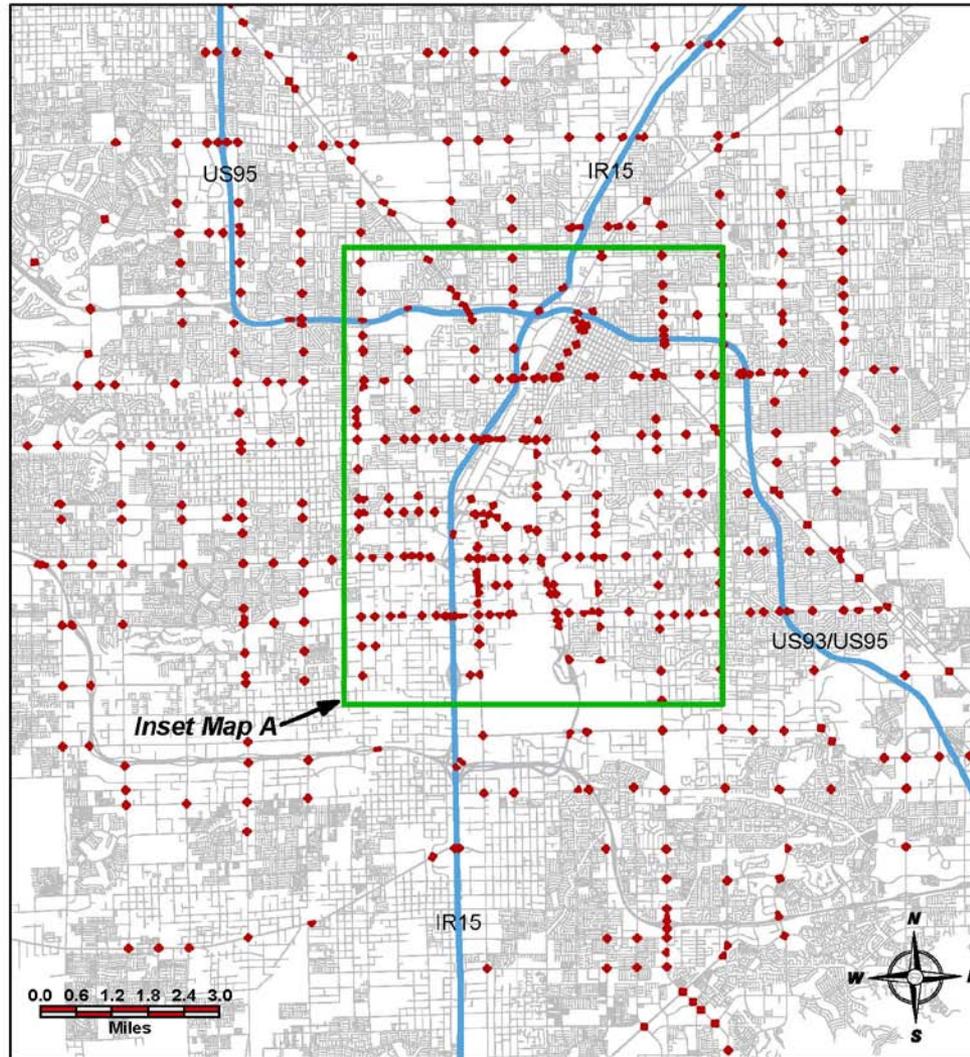


+– \$2 million on Systemic installation of Flashing Yellow Arrows statewide.



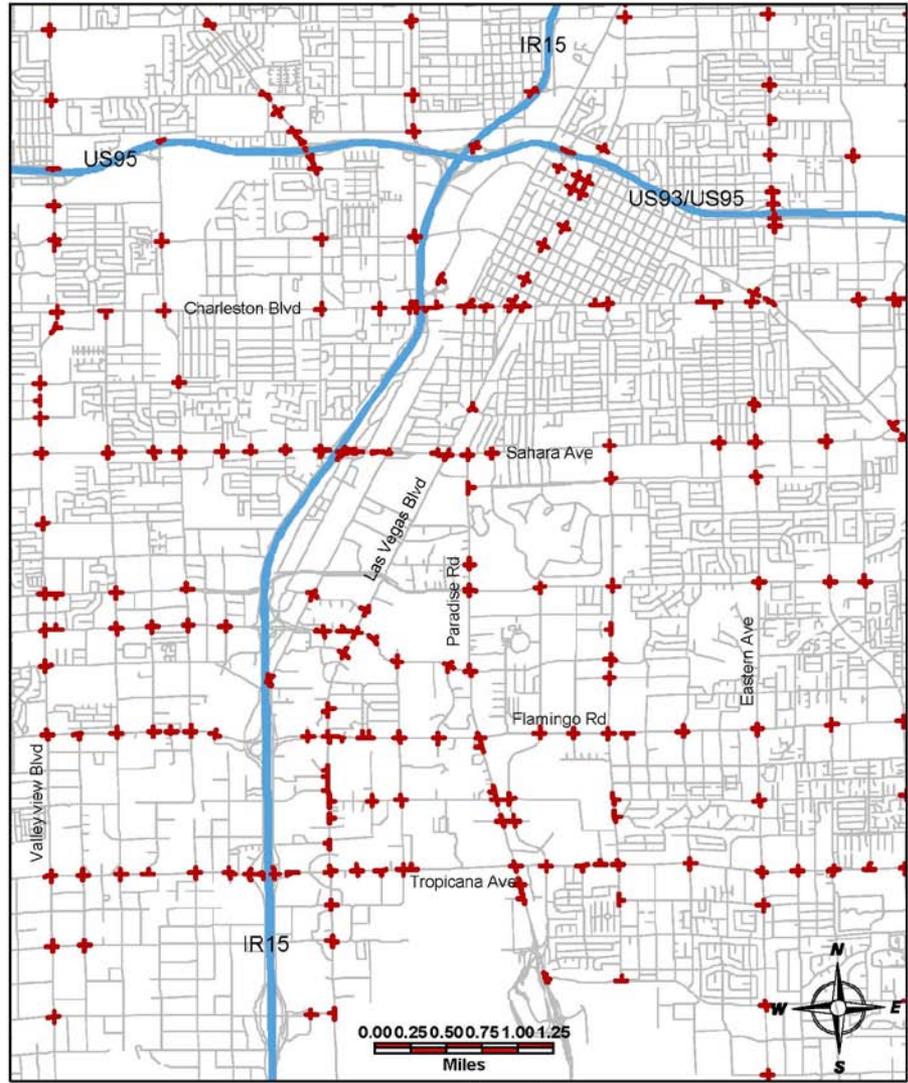
+– \$2 million on crash mitigation improvements at Local intersections .





Legend

- 2012_HCL_3yrs_200ft_Ints
- US and IR Routes
- Clark County Roadways



Legend

Inset Map A

- 2012_HCL_3yrs_200ft_Ints
- US and IR Routes
- Clark County Roadways



DPS–Office of Traffic Safety

Nevada's 'State Highway Safety Office' (SHSO) NRS 223.200

James M. Wright, Acting Director, DPS
Traci Pearl, Highway Safety Coordinator

DPS-OTS

- ▶ Grants Office
- ▶ NHTSA funded (U.S. DOT)
- ▶ Behavioral vs. Infrastructure
 - Annual Highway Safety Plan (HSP)
 - Education, Enforcement, EMS, and Data
- ▶ Funded grant projects must:
 - Be evidence-based
 - Align with SHSP priority areas and strategies
 - Exhibit proven countermeasures



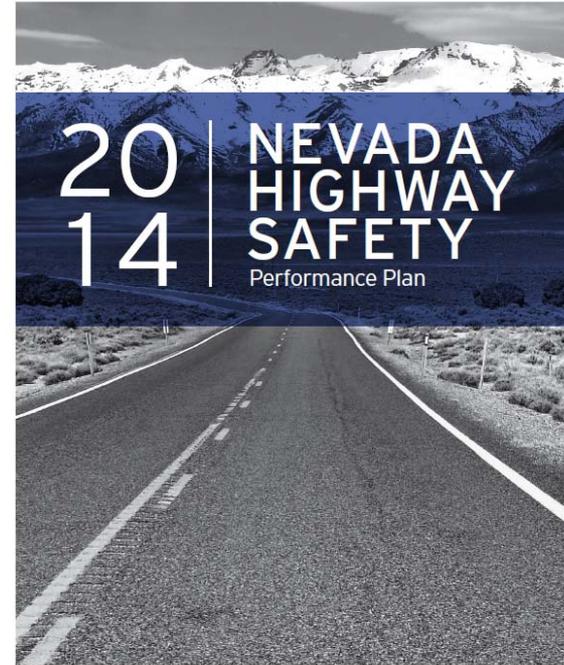
SHSP Partnership

- ▶ OTS on board since 2004 initial planning meetings
- ▶ Ying–Yang with NDOT
- ▶ Resource sharing
- ▶ ‘Zero Fatalities’ media campaign



NV HSP 2014

- ▶ \$ 8.8M
 - \$2M funded by NDOT
- ▶ 45 Projects
- ▶ 52 subgrantee agencies
 - “Joining Forces” HVE
 - Impaired, Seat Belts, Speed, Distracted, and Pedestrian emphases



Chris Perry, Director
Governor's Representative for Highway Safety

Paid & Earned Media

- ▶ Significant investment since 2009
- ▶ Coupled with specific *Joining Forces* enforcement events
= HVE countermeasure
- ▶ Co-sponsor of ‘Zero Fatalities’



Paid & Earned Media

PSA's

(Public Safety Announcements)



zero Fatalities[®]
Drive Safe Nevada

Friends
Don't Let
Friends
Drive Drunk.



WEB LINKS TO SAFETY INFORMATION:

NDOT SAFETY DIVISION:

http://nevadadot.com/About_NDOT/NDOT_Divisions/Planning/Safety_Engineering/Safety_Engineering.aspx

OFFICE OF TRAFFIC SAFETY:

http://ots.state.nv.us/OTS_About.shtml

ZERO FATALITIES:

<http://www.zerofatalitiesnv.com/>

STRATEGIC HIGHWAY SAFETY PLAN (SHSP)

http://nevadadot.com/About_NDOT/NDOT_Divisions/Planning/Safety_Engineering/Nevada_Strategic_Highway_Safety_Plan.aspx

CONTACT INFORMATION

Ken Mammen, P.E., Acting Chief Safety
Engineer
Nevada Department of Transportation
775-888-7459 work
kmammen@dot.state.nv.us

Traci Pearl, CPM
Administrator
DPS-Office of Traffic Safety
direct: 775.684.7476
tpearl@dps.state.nv.us

Summary / Takeaways

- ▶ Between 2006 and 2012 fatalities on Nevada roads had declined by 40% and serious injuries are down by 45%.
- ▶ In 2009–13 there is a plateau, especially in Clark county and particularly with Pedestrians.
- ▶ Best results~ use the 4 Es and a systemic approach.



zero[®]
Fatalities

Drive Safe Nevada